



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: Andrew S. Kanter                      Group Art Unit: 3622  
Serial No.: 09/909,643                      Examiner: Jeffrey D. Carlson  
Filed: July 20, 2001  
For: **DIRECT INTERNET ADVERTISING**  
Docket No.: 0010-3

Bedminster, NJ 07921  
October 17, 2007

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENT UNDER 37 CFR 1.116**

In response to the Office Action dated July 18, 2007, kindly amend the above-identified application as follows:

**Amendments to the Claims** are set forth in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.